



**Energy Outreach Colorado**

*Together we generate the power to help.*  
Formerly Colorado Energy Assistance Foundation



## National Public Service Advertising Campaign For Saving Energy

### Overview

This three-year public service advertising campaign targeted at kids and their parents uses effective advertising to inspire families to save energy at home.

On behalf of national advertisers and ad agencies, Ad Council produces, distributes, promotes and evaluates national public service campaigns. They have created famous campaigns such as:



- **Smokey Bear**, recognized by 95% of adults and 77% of children.
- **Friends Don't Let Friends Drive Drunk**, 70% of Americans have tried to stop someone from driving drunk.
- **Crash Test Dummies, Vince and Larry**, increased seat belt usage from 21% to 70%, saving an estimated 75,000 lives.

### Key Messages

The campaign will promote the benefits of saving energy, including:

- Saved money/economic stimulus: By reducing monthly energy bills, families save money
- Better environment: By using less energy, we reduce harmful emissions caused by our demand
- Increased awareness of new technologies such as low-e windows and ENERGY STAR® appliances

### Target Audience:

- Kids 8-12 years old
- Adults

### The Energy Hog

- This dastardly scoundrel is the “Spokes Villain” for the campaign. He puts a face to the invisible concept of wasting energy, and is a character that kids love to hate.



### Components

- TV and radio advertisements
- Web banners
- Website: [www.energyhog.org](http://www.energyhog.org)
- Lesson plans and classroom activities for teachers
- Girl Scouts “Energy Hog Challenge” patch program

### Non-profit Sponsors:

**Energy Outreach Colorado:** EOC is the non-profit campaign sponsor. It has distributed over 35 million dollars in the past 10 years to help needy families receive a basic human necessity – home energy.

**The National Fuel Funds Network:** NFFN is a national non-profit organization of fuel funds like EOC with over 200 members from energy providers, utility companies, trade organization, and others.

**Campaign Partners:** CO Governor’s Office of Energy Management, U.S. Department of Energy, The Home Depot, North American Insulation Manufacturers Association (NAIMA) and 19 other state energy offices.